What Is Claimed Is:

1. A porous titanium oxide powder that is formed from titanium oxide primary particles agglomerated together and has a mean particle diameter of 0.01 to 100 μm, the porous titanium oxide powder having a specific surface area of 250 to 500 m^2/g.

2. The porous titanium oxide powder according to claim 1, wherein the titanium oxide primary particles have a mean particle diameter of 1 to 50 nm.

3. The porous titanium oxide powder according to claim 1 or 2, wherein the powder has an approximately spherical shape with the ratio of the minor axis to the major axis being at least 0.75.

4. The porous titanium oxide powder according to any of claims 1 through 4, wherein the crystalline form is rutile.

5. The porous titanium oxide powder according to any of claims 1 through 4, wherein the crystalline form is anatase.

6. A method of manufacturing a porous titanium oxide powder, comprising subjecting a titanium salt solution to hydrolysis by heating under the presence of an aliphatic alcohol and/or a substance having a carboxyl group or a carbonyl group, and then further carrying out heating treatment with an acid.

7. The method of manufacturing a porous titanium oxide powder according to claim 6, wherein the titanium salt solution is hydrolyzed by heating under the presence of an aliphatic alcohol, and then heating treatment with an acid is further carried out.

8. The method of manufacturing a porous titanium oxide powder according to claim 6, wherein the titanium salt solution is hydrolyzed by heating under the presence of an aliphatic alcohol and a substance having a carboxyl group or a carbonyl group, and then heating treatment with an acid is further carried out.

9. The method of manufacturing a porous titanium oxide powder according to any of claims 6 through 8, wherein the aliphatic alcohol is a polyhydric alcohol.

10. The method of manufacturing a porous titanium oxide powder according to claim 9, wherein the polyhydric alcohol is at least one selected from the group consisting of ethylene glycol, propylene glycol, 1,4-butylene glycol, 2,3-butylene glycol, 1,3-butylene glycol, dimethylpropanediol, diethylpropanediol, glycerol, trimethylolpropane, triethylolpropane, erythritol, xylitol, mannitol, sorbitol and maltitol.

11. The method of manufacturing a porous titanium oxide powder according to claim 6, wherein the titanium salt solution is hydrolyzed by heating under the presence of a substance having a carboxyl group or a carbonyl group, and then heating treatment with an acid is further carried out.

12. The method of manufacturing a porous titanium oxide powder according to any of claims 8 through 11, wherein the substance having a carboxyl group or a carbonyl group is an aliphatic carboxylic acid or a derivative thereof.

13. The method of manufacturing a porous titanium oxide powder according to claim 11, wherein the substance having a carboxyl

group or a carbonyl group is acetic acid.

14. The method of manufacturing a porous titanium oxide powder according to any of claims 6 through 13, wherein after the heating treatment with an acid, pH adjustment using an alkali is further carried out.